

*The*

May, 1958

# Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS AND THE AMERICAN INSTITUTE OF ARCHITECTS



**Regional Conference Report Issue**

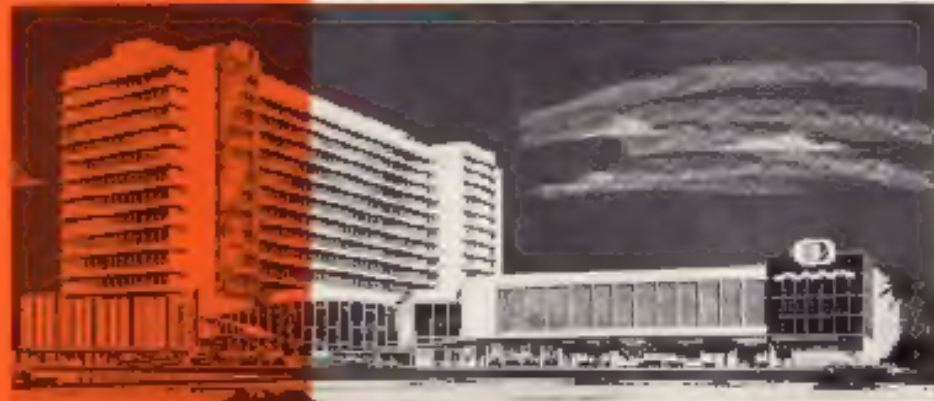
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MAY, 1959



# The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

## In This Issue ---

Committee Named for FAA's 44th Convention . . . . .	4
Message from The President . . . . .	6
By H. Samuel Kruss	
The Business of The Conference . . . . .	9
The Point of Departure . . . . .	11
Summary address by Philip H. Hiss	
Duval County Court House and Jail . . . . .	15
Reynolds, Smith and Hills, Architects and Engineers	
Conference Sessions Touched Many Professional Subjects . . . . .	20
Advertisers' Index . . . . .	22
News and Notes . . . . .	24
The Students' Column . . . . .	25
By Craig W. Lindelow	
Full Legislative Committee Named by Pownall . . . . .	26

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THE FLORIDA ARCHITECT



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## Committee Named For FAA'S 44th Convention

JOSEPH M. SHIFALO, President of the Mid-Florida Chapter which will serve as hosts to the 44th Annual Convention, has named seven members of the Chapter to administer committee work incident to the Convention. The Host Chapter president has himself shouldered the responsibility for the Convention program. For Hospitality he named GEORGE A. TUTTLE, JR., and RALPH P. LOVELOCK; for Entertainment, JOSEPH CARLISLE; for Professional Exhibits, GEORGE BAGLEY (architects' work) and JOHN B. LANGLEY (students' work); and for Awards and Prizes, THEODORE G. ANDREWS. JOHN T. HART, Chapter treasurer, will be in charge of the Convention's Registration Desk. The Ladies' Program will be in charge of Mrs. ANN R. SHIFALO, Winter Park, and Mrs. ALMA M. PAULSEN, St. Petersburg, as co-chairmen. Mrs. Shifalo is president of the Mid-Florida Auxiliary and Mrs. Paulsen heads the Auxiliary of the Florida Central Chapter. Arrangements for the Building Products Exhibit are being handled through the office of the FAA's Executive Director.

Theme selected for this year's Convention is "Opportunity in An Expanding Era." It was chosen to suggest the vastly increased scope of possibility which will come into being as the new age of atomic power and space conquest progressively develops. Florida ranks now with Illinois as the site of one of the two most important and far-reaching events of our time. Chicago was the home of the first atomic reactor; and the rocket-launching of a space satellite at Cape Canaveral blasted old horizons into oblivion and signalled the start of another new phase of our world and life.

These tremendous events have led us to the very threshold of a new and expanding era of opportunity for completely new accomplishments. In what ways and to what extent must architects adjust their thinking and professional activities to realize such



Joseph M. Shifalo

opportunities? A search for some answers to that question will be the purpose and substance of the 1958 FAA Convention program.

All concerned with the development of that program are determined to make it as practical and as down-to-earth as possible—so that every conventioneer can profit by some facet of information of specific value to his own professional situation. Much of this will be available from three "Professional Workshop" sessions at which the profession's top-most figures will contribute practical advice gleaned from their own special experiences.

One of the Workshop sessions will deal with the ways in which architects can meet—and are right now meeting—the competitive challenge of the "package-dealer." Another will be concerned with tested methods of planning for office growth and development. A third will explore the practical pros and cons of the individual practice as opposed to the operation of a group organization. Sessions are being planned to stimulate and encourage audience participation; and the subject matter of each will emphasize its adaptability to the solution of professional problems peculiar to the practice of architecture in our State.

THE FLORIDA ARCHITECT

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## Message from The President

By H. SAMUEL KRUSE

President, FAA

At a recent convulse of architects, I was disturbed to discover that some members of our profession think that membership in the FAA is the price a Florida architect must pay for the prestige gained from the privilege of placing the initials "AIA" after his name. Architects who espouse such cynicism of his professional organizations, just have not done any serious thinking about their profession, nor of their places in Society, and this I found to be true, for after a five minute chat over a martini or two, the expressions of the cynical point of view were convinced that membership in the FAA was of even more value than the initials "AIA" after their names, and well worth the small demand of their TuT, "Tune 'nd Treasure."

This discussion was among Corporate Members who, at the start of our chat, believed that the dues paid was the price of the privilege, privilege to identify themselves among the elite of the profession by placing a symbol behind their names. "What," I asked myself, feeling the olive in my stomach roll with misgivings, "do the Associate Members think their dues are for?" Certainly not for initials. I wonder if they know?

Just as a precautionary measure, it seems appropriate that I explain how the Associate Member's dues to the FAA work for him.

In our present complex society, governed by the will of the majority, the voice of the individual is heard only through the scowling of the individual with an ever increasing number of adherents until the small voice of the individual is amplified to a roar that demands to be heard. The individual, working in unison with like-minded individuals, form a working unit, which in turn works

with similar units, in this way achieves desired goals.

I don't mean to say that no individuals are capable through fame, fortune and sheer personal magnetism, to make themselves heard and to sway the majority to their cause. These individuals are very rare. Usually the voice of prestige is the voice of prestige because a society, or association, or party, or union has established that prestige. Through organization, education can be conducted, and through education the majority opinion won.

The architectural profession is small in numbers when compared with other professions and interests, yet in social development this group influences the shape of history to a greater extent than the general public is aware. A healthy, effective organization of architects is a means of establishing a healthy and effective profession for the proper exercise of influence for a better social development. In the United States, that sole organization for architects is The American Institute of Architects and in Florida, The Florida Association of Architects.

You architects become members of this organization to create the organization, you pay dues to make the organization work.

The Associate, being a non-registered member of the profession, might feel apart from, rather than a part of this glorious undertaking. He draws lines or writes specs for wages, for the time being anyway, and the fifteen bucks dues could buy him a pair of blue suede shoes. Is membership in FAA worth a pair of shoes? Yes, brother, yes!—and more too!

I'll just put down a few of the things FA has done and let you

decide for yourself, the value.

1. At the State Legislature, a bill was proposed to have a state agency prepare stock plans for schools to be given free to the various school boards along with free supervision. When the FAA representative explained to the proponent the results of such a bill, the bill was not introduced. The FAA dues made it possible to have an informal representative at the Legislature to discover the proposed bill, seek out and dislodge the proponent.

2. At the same Legislature, a bill was introduced concerning sales tax. In the list of activities exempted from payment of sales tax, a comma was missing in the series so that the bill read, "professional insurance," instead of "professional, insurance." The FAA representative discovered the missing comma and professionals do not have to pay sales tax.

3. When seemingly astute reporters and publications made unfounded statements concerning school architecture in the United States, causing widespread confusion in the minds of laymen, our President Chatelain, in a speech, put thinking back on the main track. Mr. Chatelain's speech was published in FAA's *The Florida Architect* and copies of the issue sent to all the school boards of Florida. Your dues paid for this.

Tell me, Associate Member, would you still be working if your office had no school work? How much would be left for bonuses after the cost of collecting sales tax was added to the office overhead and how many jobs would "go-ahead" with sales tax added to the clients' bills? What would happen to the profession and your job, if misinformation propaganda discredits architects and no one answers? And when you become a registered architect and take your place at the top, don't you want your professional organization a strong, representative group, able to protect you from attack and silly errors, give you an opportunity to trade ideas and experiences among your kind, and to amplify your voice for others to heed?

I think I know your answer. But it does take the TuT of all of us.





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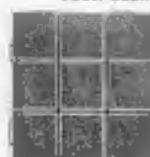
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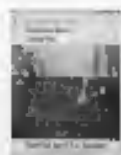
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## The Business of The Conference

The organizational purpose of the Seventh Annual Conference of the AIA's South Atlantic Region was called to order by Regional Director SAMUEL W. GRIM, FAIA at 1:30 p.m. Friday afternoon, April 18, 1958. Though attended by a considerable number of interested observers, the real business of the Conference was conducted by delegates of each of the Region's 5 Chapters. Those attending from Florida were BROWARD County 4 votes, RONALD B. HALL, Daytona Beach (2 votes), FRANK R. WALTER, Florida Central (6 votes), ROBERT H. LAWSON, Florida North 3 votes, JOHN L. R. GRAY, Florida North Central 2 votes, DAVID M. PATTEN, Florida North West 1 vote, HUBERT J. LAWSON, Florida South 4 votes, Miss MARION I. MANNING, Jacksonville (6 votes), WALTER D. SCHULZE, Mid-Florida (2 votes), JAMES E. WILKINSON, I. and Palm Beach (5 votes), JEFFERSON B.

Representative from other Regional Chapters was Georgia 13 votes, J. M. ELLIOTT, E. League, South Georgia (4 votes), RALPH S. North Carolina (13 votes), W. L. JAMES, II, and South Carolina 10 votes, JOHN M. MITCHELL, JR., The Augusta Chapter was not represented and some of the delegates present were substitutions for those named by their Chapter originally as published in the April, 1958 issue of *The Florida Architect*. Each, however, was officially recognized by Director GRIM and listed as a qualified Chapter representative by Regional Council Secretary SAMUEL R. WILKINSON.

After a reading and Council approval of the report of the Secretary relative to the Council's August 3, 1957, meeting and the report of Council Treasurer JOHN J. R. GRIM—excluding the financial statement of the current Conference operation.

Council Chairman GRIM explained the vacancies to be filled on the Regional Judicial Board. ALBERT SIMONS, FAIA, South Carolina, still has one

year of a three-year term to serve. For a two-year term the Council unanimously approved the nomination by Mrs. Elizabeth League of David H. Roman of the Georgia Chapter; and the remaining three-year vacancy was filled by the nomination of THOMAS LARICK of Florida North by Robert E. Tull. Mr. Larick has already served one year on the Committee, having been appointed last year to fill the vacancy caused by the death of J. WARREN ARMSTRONG, II, FAIA.

Chairman GRIM then reported that the Council's August 3, 1957, outline of a plan to incorporate had been reviewed by legal counsel who advised against the proposal. Reason was that the Council is a duly authorized sub-division of an organization, the AIA, which is already incorporated.

A resolution was then introduced by W. L. JAMES, II, of North Carolina, relative to the establishment of new AIA Regions as follows:

RESOLUTION: The American Institute of Architects has grown to a point at which a new forward or-

ganization of active representation on the Institute Board is urgently needed and

WHEREAS direct representation on the Board from each state which has a strong, effective statewide organization will have the advantage of providing the Institute with a more responsive and direct contact with chapter groups welded into regions through a national and political community of interests; and

WHEREAS there will thus accrue to the Institute the added strength of a wider diversity of counsel and experience to guide decisions of professional and administrative policy; and

WHEREAS both action and reaction will be facilitated by such a step and AIA programs will be more broadly buttressed through shorter therefore more efficient channels of

WHEREAS, it is imperative that present expensive and inefficient duplication of programs, meetings, and functions which exist at state with

which at the same time are a part of a larger region, such as the current situation in Florida; and

WHEREAS, the Florida Association of Architects, AIA, has petitioned the Institute to take appropriate action as soon as reasonably possible to establish the State of

WHEREAS The Florida Association of Architects, AIA, is a strong, effective statewide organization which years by the completeness of its ser-

vice of the State, by its support of AIA expansion through formation of new active chapters, by the establishment of a well-staffed central office with a full time Executive Director by the publication of a monthly magazine.

BY W. T. HURFORD, JR., PRES.

District AIA, in conference assembled this 18th day of April, 1958, does hereby petition the American Institute of Architects to take appropriate action as soon as reasonably possible to expand the Board of Directors of the Institute to include direct representation thereon from each state of the United States which has a strong, effective statewide organization; and

BE IT FURTHER RESOLVED that the petition of the Florida Association of Architects to be established as a District of the American Institute of Architects is hereby strongly endorsed and supported.

James moved the adoption of the resolution, and his motion was seconded by JOHN M. MITCHELL, JR. of South Carolina. There was some discussion of the proposal, both by Chapter delegates and by observers.

(Continued on Page 27)



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# The Point of Departure...

The difficult assignment of summarizing the overall content of the Regional Conference and attempting some conclusions relative to its significance was handled with both tender and confidence at the wind-up luncheon on Saturday, April 19. Here is the substance of the Conference Summary as presented by Mr. Philip H. Hiss, Chairman of the Saratoga County Board of Public Instruction. Though not an architect, Mr. Hiss has enjoyed a life-long career in architecture and to a considerable degree understands it both as an art and as a profession. With a varied background as explorer, photographer, designer, builder, and State Dept. man, he is, and must recently be, an improvement-minded servant of his community. Mr. Hiss voiced observations and opinions which are as well directed to the architectural profession as a whole as they were cogent to the immediate subject of his talk.

By PHILIP H. HISS

... expect you could say that I am an idealist and a perfectionist by nature, but my natural desire to believe in the perfectability of man, architects included, has been considerably tempered over the years by practical experience in such diverse

business, and a good many others. An idealist is a person who learns everything the hard way, and this description fits me exactly. But per-

... really ever learns anything. At least, I am conscious which I will defend to the death.

It also has taught me patience. And at the risk of disappointing the idealists who would like to believe that everything can be solved by either the sword or the pen, I suggest that patience may be of more value than genius in solving the multitudinous problems posed by "total environment." I do not mean the resigned patience of the long suffering, but a positive quality based on a determination to understand the other person's point of view. The ways of democracy now at times appear obscure and unwieldy, and

... are great. But no system of government holds greater potential if it is properly understood and properly used.

What am I saying — what has been said many times during this conference — is this: Architects

not going to solve all the problems of the world by themselves. And it may be well to keep in mind that where the layman (in the field of architecture) may seem slow in understanding some ideas that appear basic to one with this specialized training, the same often is on the other foot when it comes to an understanding of economics, politics, or related subjects equally important to the goal of wise betterment.

Mr. Richard Neutra expressed himself quite forcefully on this subject when he said, "We architects

... human motivation and the effects of environment. If I am to design a cage for a polar bear, I must really understand polar bears or it will not be successful."

This is the sort of statement merit-

... feeling it is made to impress them or confuse them. But Mr. Neutra is really saying that an architect must be much more than a student of architecture — at least as taught in most architectural schools. He must be much more than an efficient arranger of planning, listing, and conditioning and electrical consult or an opportunistic researcher in Sweden, as he sometimes has been called. He must be a well cultured person of wide interests and far ranging knowledge of other subjects.

... schools at last are discovering, or at last are admitting that too much

specialism defeats its own purpose: it may pay off immediately in quick commercial success, but it places reasonable limitations on a person. Lacking depth and magnitude, he is able to go only so far.

Another Neutra quote which merits consideration: "Nobody is allowed to laugh at clients in our office." This

... viously did not mean in front of the client. He made it clear that were being discussed is the old. Most of us have been guilty of infusing this precept at one time or another. But if real understanding is to be reached, derision is not the best way of reaching it. This habit of mind may well carry over into the architect-client relationship — and may encourage a similar reaction.

... A personal experience seems that face me. I had been at the AIA Convention in Washington, and

... of Ashland along the Skaneateles Drive, and the Blue Ridge Parkway — a glorious stretch of mountain road almost unspoiled, which stretches for several hundred miles along the ridges and flanks of the mountains of Virginia.

... from the crowded parkways and thru the day was beautiful. The entire was almost nonexistent. The farms in the valleys appeared

## The Point of Departure...

add: path to the .h5 file

minature the traffic far below held none of the usual target at the ground production lines of Detroit at the 100 units of Pittsburgh. I am precipitantly. The road dropped into the miniature chain which is American.

Feelings this part of Asheville is no more than our own Summerville from a stretching south from Bee Ridge Road on the Pamlico. It is a rather low place we can all share in our own localities. Yet his different to a modern civilization, the people in the cars and even, the bright or a naturally beautiful landscape is the same; when one leg left it is only for a few hours. We grew accustomed to these huge, an old defense is not to see them.

used to feel the same look! Twenty years ago in the Amazon jungle when I would come around a bend in the river and find a cluster of mangroves from which a small clearing like a scum resting on the green flank of the river. But one could reflect that in a month's time it had been this clearing, the sole world was heated. No trace would be left of his passing. Tally for the first person, with his huge earth-moving machinery, has the power to flatten mountains and to tear them down. Rice did not hitherto exist—and he has gained the power to destroy so much natural beauty in the world that Paradise may never again be regained.

But man also has the opportunity to intellect and the God-given ability to create beauty as well as chaos. He has exercised this creative responsibility in either direction. And God has let himself be afflicted by our choices, good or bad.

The problem is terribly real and it is being blamed on the automobile, but what is meant is that we have in front of us a terrible problem of the automobile, not that cars are going to ruin us. I believe the automobile

only one wet at the prison. As Mr. Beukla has pointed out, we are worried a lot for the unknown of all but with a case of escape for all; and the human imagination is not even able to suggest it. Nor-

likewise, accommodation to excessive sensory over-stimulation is a part of the environment and though it makes us ill, we seem unable to do without it. We indulge in meditation for the sake of escape, seeking for the state of sound. Recent experiments have proved that the average person is unable to cope for more than a few hours with complete environmental emptiness. Some studies in the percentage of the world which is incapable of tolerating sound or other outside stimuli. In a very short time the subject exhibits all the symptoms of the typical schizophrenic. But it is scarcely necessary to note that we are overstimulated. The memories of the tranquillizer prove that rather conclusively. I wonder how many of you have experienced, as I have, the rather desperate sensation that there never was enough time to really have any position brought into sufficient focus on which to act—and yet that some action was mandatory. We must find time to think again without thought and end with a bang.

 $50\%$  total final time for travel and

perspective? We must constantly  
hassenen ourselves. With a little less  
of our pride, we can learn a lot  
from others.

Overheard at a cocktail party: *his* Dictes: "That's a dirty word." "You speak soon as to explain that word to me, merely is matter of opinion." "Well," said that someone, "by usage, ethics and logic it comes in discredit." This is preling the only way rep under the protection. Architects are supposed to be trained in these matters, so many people in this country confuse her inalienable right to an opinion with an imagined right to have that opinion considered important. Yet it is possible, to study form, color, space, light and shadow, and many other things. But the architect is not a *consultant* with a background and training that will right to have his opinion in such a considered important. This same person probably would not consider his self an *expert* in such a field. But they jump again, again to those of themselves as writers merely because they had learned basic English in school, apparently, and must learn to speak in a more sophisticated manner. You cannot reduce esthetics to a formula, which is foolish.



Those at the Conference Seminar speak with William Zimmerman, Program Chairman, and Sanford W. Galt, FAIA Regional Director. Left to right are John T. Loon, Zimmerman, Philip H. Hiss, Douglas Madril and Director Galt.

THE FLOOR OF THE ABC HOTEL

v people have trouble

What specifically can we do about this? Well, we can travel more in our own country and abroad—thereby this I do not mean that we should merely put ourselves into motion. We do enough of that already. We should read more, and our professional

public works and research in other languages is made available in this country and translated whenever possible. We should certainly listen in to the outstanding people

One more thing I have always felt that architectural magazines should publish more and sharper criticism of archi-

ctures and design critics that by and large we have very few critics of architecture. Most buildings are photographed only in their most favorable aspects. Little or nothing is said about the plans that don't work, the curtain walls that leak or the materials that look shabby a few months after their buildings are completed. Too frequently the building is lifted completely out of its environment which is like speaking out of context. And the impression often is given that a building is a success when in reality it is a dismal failure, albeit with a few photogenic angles. This is particularly hard on architectural students and copyists. But I suppose you can argue that the copyists get what is coming to them. I have heard most of the arguments as to why architectural criticism is not more in evidence, but believe it would be of value in educating the public as well as the architect, and that it would generate respect for the profession.

We have heard rather a lot during this conference about the necessity to educate the public to the need for architects to plan our communities. This is a very real need. I am not

that cooperative planning is the most important thing in an architect's office, since I have a number of conversations about the value of business planning. Neither am I convinced that a dozen architects together can do it

root, and builder, and lending agency

into the city or county, and very often the national government. If you have not read "Building, U. S. A." by the editors of *Architectural Forum*, would do well to do so. The contents lists the following person or agencies concerned with building: the real estate operator, the lender, the contractor, the labor force, the manufacturer, the engineer, the corporate client, the public, and finally the architect.

problem can best be attacked through the large corporate client—the builder of thousands of filling stations or hundreds of chain stores, rather than through the individual homeowner. It is virtually a hopeless job to ex-

cortunately it is nowhere to try to influence the developer, the merchant, and those who control money. Recent Congressional action on billboards is a hopeful sign and proof that this is not a lost cause. Huge corporations are hiring top designers to style their products. They are employed the best architects to design their offices and research centers. Perhaps this will mean that the management and the employees will eventually move into a well designed house. Perhaps Detroit some day will

where's

If I had only one quarrel with craftsmanship, whether they be architects or other, it would be the people who already think alike get together to reinforce their prejudices and increase their intake of martini and go away thinking just as they did when they came in. They are generally careful not to hurt one another's feelings or to damage each other's reputations in the eyes of the uninformed public. What we need is more intelligent and informed discussion and not so much "Togetherness."

And now a question. If you are interested in "educating" (perhaps a better word would be "informing" the public, why isn't the public, particularly that segment of the public vitally concerned with government

What we should have is the bankers, and the brokers, and the builders,

everyone else who is in a position to influence the growth of the community. Somerville is a pretty enlightened

place, architecturally speaking. But there are a lot of groups even here another.

Jack Egan has had some things to say about the influence of government on architecture, and Rex Anderson discussed the role of the Federal Government in the highway program. Some surprise was expressed that the people didn't speak up when they had the chance, if they didn't like what was being done. That's probably because most bouts with the Federal Government leave you with one of two feelings: either that he has been hit by a steamroller or left talking to himself. FHA and VA have had a greater effect on architecture than almost anything else in recent years, and most of it has been adverse. So far as government-subsidized urban renewal is concerned, local or Federal, there may be some spectacularly successful examples—the cheap are also too many, which form the basis for new slums. We do not have time to look

Most highway programs have come dressed as a gift from someone and most have been presented on a take-it-or-leave-it basis. This is enough to frighten the average citizen who is not an attorney and feels that he shouldn't have to hire one to protect

we are to

sold separately in a toll bridge like it or not, and the only reason this didn't transpire was because they couldn't sell the bonds. I personally have never found the person who could explain the plan in detail. From what someone knows. But what? The Federal Government is too remote and complicated for the average citizen to understand—so he refuses, and that is the same thing so far as any practical purposes are concerned. Admittedly, the public should be better informed and should take a more active interest in affairs that ultimately concern it. But the point is

Most people feel that they don't know their way around in government and that only an attorney or a politician can get anywhere with it.

am convinced of one thing: architects are never going to go anywhere

Someone said yesterday, "We hear the same speeches every year but we" (Continued on Page 18)



Detail of brick pier along the waterfront south side of the Court House which buttress the suspended bridge between the Court House and Jail. Each contains two brick-sculptured plaques, designed by Earl LaFon. Facing of the wall shown is white cast stone.





Ultimately, bulkheading and fill will provide a sounder base for a park along the waterfront side, shown here.

## Duval County Court House

Jacksonville's newest public building is the opening gun in an all-out re-development battle to replace waterfront blight with an integrated civic center program stretching along blocks along the river.

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**and Hills,**  
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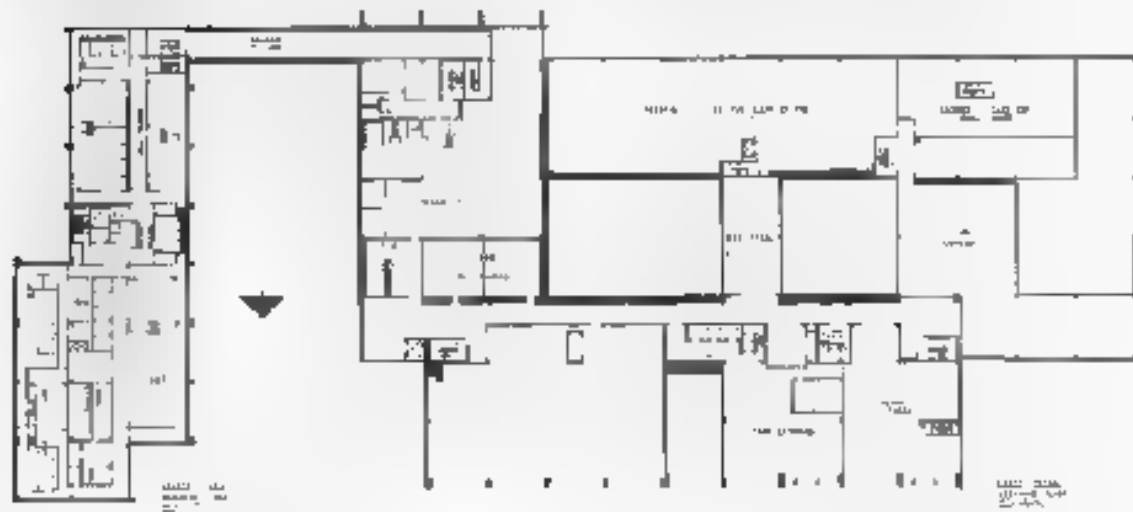
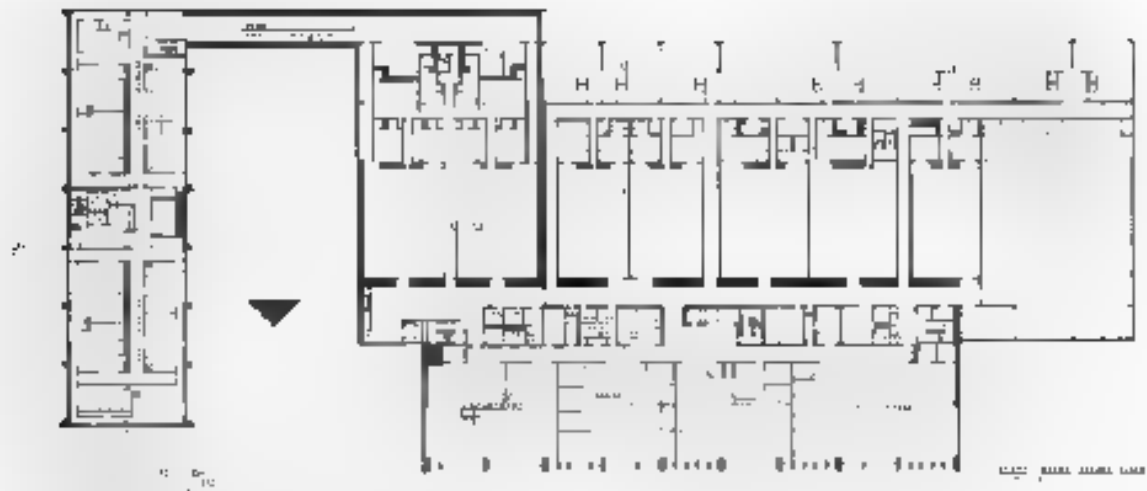
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The newest addition to Jacksonville's growing skyline is the first unit to be completed in a river-front improvement program which ultimately will accomplish a sort of design revolution for downtown Jacksonville. In many years much of the central-city waterfront lay corroding in the creeping acid of urban blight. The nine-block area of blocks the new Duval County Court House and out to be a new center was once a setting of piers, abandoned, crumbling ware houses, rusting baggage—a sort of the face of civic consciousness and a shocking introduction to downtown for all approaching the city's heart across St. Johns River on the south-bound trolley.

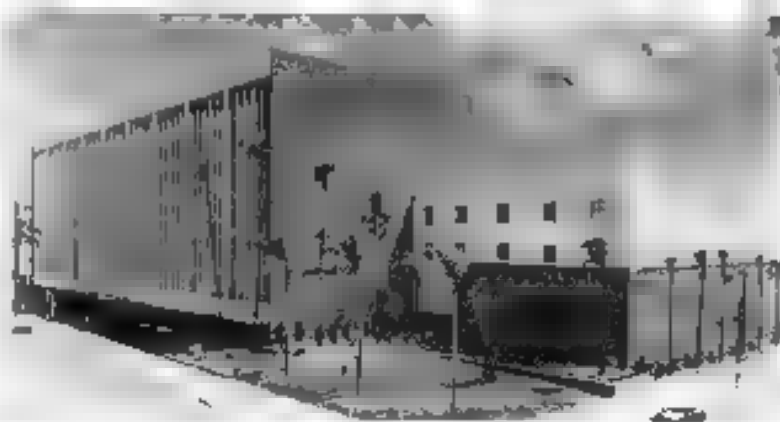
In general condition, unfortunately, is common enough. But Jacksonville is now, especially on its way

to doing something about it; and the building shown here is part of a re-development program which will directly accomplish a studied strike of transformation. When projects now under way across urban landscapes of planning are completed, the Jacksonville waterfront will embrace a new City Hall, a Municipal Auditorium, a new office building for the A.C. Railroad, a Municipal Marina, a waterfront park and a parking lot accommodating 700 cars.

It would be pleasant to say that all this is being accomplished in the city with a well-considered overall city-planning program. But Jacksonville does not have such a plan—though this one-block clean-up might well prove the spark needed to generate action toward it. The transformation  
*(Continued on Page 17)*



the men thought about things in the presence of public opinion, particularly by the Illinois men, a lot of men groups including, notably, the Jacksonville Club and A. C. by the all-around force of young energetic and public spirited citizens. This plan to force the city government into making some reduction of its excessive expenditures from the city was not at all easy done without passing the various opinions of various other business interests which the youth group appeared on the morning in charge down the road of poor judgment in regard to short-sighted policy. But the wise heads were not then public efforts have anticipated in the city appears to have been an unselfish effort. In any case the child group is now much as it is to be that the influence of its contribution is already being felt along the line. A link was then made to the evidence along the Sears Roebuck and Co. a mammoth two-story building on the corner on the corner of the city.



Top, east end of the county group showing jail and the two level bridge over Liberty Street connecting the second and third floor with the sheriff's office and criminal court portions of the Court House. Above the Bay Street front of the Court House from the west.

Left Lobby, looking toward Bay Street floor in dark, blue-green Venetian terrazzo, walls and floor with golden veined marble. The wall, on the west wall is executed in colored encaustic stonework and in one of three decorative designs in metal. The east wall contains an inscription in aluminum letters, and on the surface facing the entrance door is a mural by Sheldon Bryan, set in bronze and symbolizing the balance between Liberty and Law.





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## Conference Seminars Touched on Many Professional Subjects

An absence of verbal bombshells and only a comparatively few sputtering fuses marked the seminar and luncheon sessions of the three-day Seventh Annual S. A. Regional Conference. The first fuse was ignited during the Friday noon meeting when Denver, Colorado, Mayor John F. Evans, who has been the Governor of Colorado for the past two years, called for an immediate action on the part of the state highway commission in the midst of a project which is changing Sarasota's bayfront in the interests of improvement. The occasion was a panel discussion on "Putting the Highway on the Right Road," moderated by Rex Anderson, L. S. Highway Engineer.

Haskell called the Sarasota development, a million-dollar circular drive

along Sanson's waterfront, "a filthy, dirty crime."

"It's unforgivable and idiotic, cutting off the community from where four years ago people could go to the pier and enjoy fishing and the bay," said the obviously incensed editor. "This highway is nothing more than a subsidy for the automobile makers, cutting off the business section from the waterfront. We are told that common sense can be had only by special effort and that the highway program is in the hands of competent engineers."

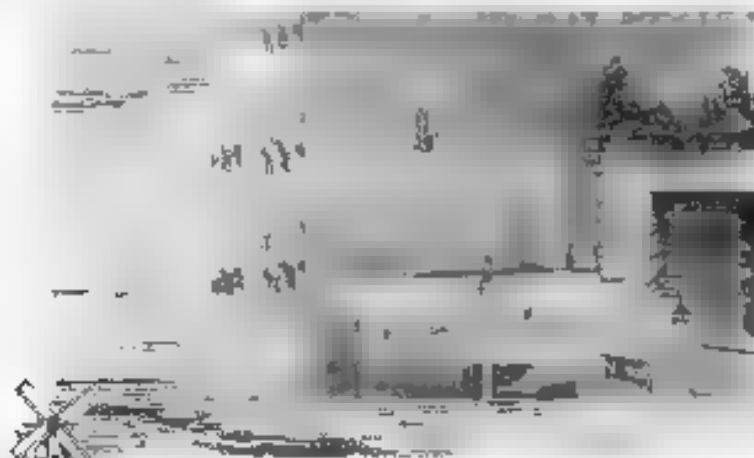
"I declare that gorillas, chimpanzees, dogs, monkeys and jackasses could do no worse than they have done in Sarasota."

Next to the fuse was added by others in the audience. FRANK R. WATSON called the project "intolerable."

"I have tried to fight such things and have failed," he declared. "The State Road Department differs with projects, says to a city: 'You do it this way or we do nothing' and if the city tries to say how it will be done nothing is given. It's just plain murder."

And JOHN L. BEAR, former U.S. Commissioner of Housing, told the meeting that architects should get in there and pitch in and fight and to "be objective and force others to be objective" though most of his commentary was an overall defense of federal and state projects. PAUL RUBEN, who had already phoned his complaint on the subject during the morning seminar on "Building New Communities," of which he was moderator and chief speaker. Most of his talk had been a discussion with slides of what was wrong with our modern communities. Of the Conference headquarters city he said, "instead of destroying the waterfront Sarasota should be made a sort of Italian Venice, up to date."

But aside from a few other sharp



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emphatic remarks by Haskell during his keynote speech and by Richard J. Neutra, FAIA, during his panel discussion of Tuesday afternoon on "Revitalizing the Existing Community." Conference sessions were generally decorous with only desultory participation from audiences. At the entire luncheon Haskell warned that urban populations are expanding along with travel so rapidly that open spaces and greenery areas are faced with virtual disappearance. He predicted that Florida beaches would vanish from public use if care is not taken by local governments to save them for community use, and he cited as one instance the "insane" growth in the Miami area where most of the sand has been monopolized for use by guests of the oceanfront hotels.

Architects must be concerned with all this," he declared, "but there's a minimum of time to learn how to do things. The contest is now between glory and extermination. Everything is accelerating except self-annihilation."

He concluded on the forecast of

John I. Cox, FAIA, that the next decade would be one of enormous change in the \$600-billion level and suggested that in approaching that level the scope and character of architecture would necessarily undergo substantial change—with city redevelopment now the problem and architecture the issue.

"We still have to learn what makes a city tick," Haskell said with evident conviction. "Since Bartholomew invented zoning in the twenties it's gone to sleep. There's no imagination being used with it. And auto transportation has changed its application. We need new policies, new thinking on urban development. Gruen's *Pt. Worth* project is still only a start and the architect is needed more than ever to develop further progress patterns and to show our people better ways of life."

He called on architects to give more than lip service to recognizing the economic and political problems which he said "are well known to bankers and vendors and are the opposite door to abundant handouts."

He gave more attention to the 1970s' critical background: 4 archi-  
tectural schools in 1950 and 400 in 1970 that lack of research and leadership had been chiefly responsible for the growth of the reprehensible road-towns of suburban and rural America. He said also that this "research thinking by architects should be paid for at triple the present rate of professions' compensation" which brought an obvious stir of approval from his audience.

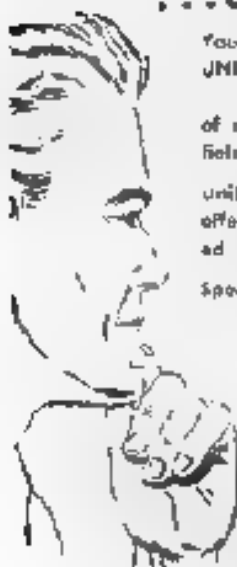
Haskell was as firm in his declaration that the profession's opportunity is greater than ever as he was that the progressive blight in cities had now reached the dimensions of a social and economic crisis.

"For the next 30 years," declared the *Newsweek* editor, "our chief concern must be the character and pattern of our cities. The planners are not providing that concern, so architects must."

"The U. S. is with you to an astonishing degree. Not since 1900 has the concern of this country been  
continued on Page 2."

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## Conference Subjects

(Continued from Page 2)

so much with the water. The design of down-own cities is one cause which has been put over and developed in some form of planning and build the surface and sea-level.

Through it for seminar were well attended. That led to Ken and Ken. He said that some of the most important suggestions relating to architectural planning. Not an approach to the design. Rebuilding existing communities from a philosophical angle in human being has really not changed very much in the last 100 years. The Caribbean and West Indian. The concept takes are more than it has been designed to mature to use. So you are changing a new concept. This was a not quite radically good just because it was not old cities, even the handling up to the future something which should be for every.

In case of the problem people are created. We know what should be changed and what should be preserved. Our lack of knowledge is the basis of



Leon Chaffin, Jr. FAIA, President of AIA, presenting the Council's awards of merit for architectural excellence to, left to right, Mark Hampton, Victor A. Lundy and Edward J. Seibert, all of Florida. James M. Potts, Charlotte, N. C., right, won an honorable mention. Hampton received his award for the Galloway store; Lundy for his tourist center at Silver Springs and Seibert for the Thyme and Swain house. Potts received honorable mention for the Home Finance Building and Alfred Browning Parker was also given an honorable mention for the M. R. Hicken residence. Mentions were given to E. Garbo Williams, M. S. Smith and T. G. Williams of Raleigh, N. C., for a First National Bank drive-in; Edwin T. Rooder, Association of Miami for the Dade Federal Savings & Loan building; Harry Burns and George Fisher, Jacksonville for the Normandy School; Ralph Twitchell and Jack West, associated, of Sarasota, for the Donny House; Stefan H. Zachar of Miami for a TV Studio and Morris Lipshitz, Miami, for the Americana Hotel. Mentions for student work went to R. C. Goodwin, Thomas Dale and R. J. Skerzhenewski, all of the University of Florida. Judging was done by Paul B. Pochalsky, FAIA, Miami; Hayward Singler, FAIA, Columbus, S. C., and William T. Annett,

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## ADVERTISERS' INDEX

Advanta Metal Products, Inc.	10
American Clear Tile of Miami, Inc.	11
Auto Erecting Company, Inc.	12
A. R. Burrell	13
Amun, Beck, York, Inc.	14
Arnold, O'Brien, Inc.	15
Barth, Brainerd & Ballou, Works	16
Brady Home Testing, Inc. & Co., Inc.	17
Florida Portland Cement Co.	18
Florida Power & Light Co.	19
Florida Steel Corporation	20
Hamm, H. & Co.	21
J. J. McKinley Company, Inc.	22
Mason Window Corp.	23
Mr. Boyles & Sons	24
Pratt & Cantel Association	25
Prescott, W. G. Co.	26
A. M. Ramsey & Sons, Inc.	27
Reeling Equipment Co.	28
The Structures, Inc.	29
F. Graham Williams Co.	30



said for our present difficulties in urban re-development. More, and more exact, knowledge of people and the cities they form is needed.

Congestion and confusion are automatic, unless we learn first how individuals and cities go to job and then learn how the process can be prevented. We'll get it wrong if we up to change, in cities as in people. The best planning is based on a concept that change is constant. So the more we understand how things and events affect people and therefore the lives in, the better able we are to face the changes which will come about.

The panel discussion was emphatic in its conclusion that the situation calls for greater responsibility and action on the part of the architect as a planner and as a coordinator of human factors involved. His attitude was shared by other members of the panel.

In commenting on the need for such new architectural leadership, Eickwold said:

*"Now that we find our cities becoming dirty, broken and chaotic we must clean them up, mend them and replace them. But when we build anew, let's be careful not to build in the slums."*

FRANCIS R. WALTON brought the discussion to architectural practice.

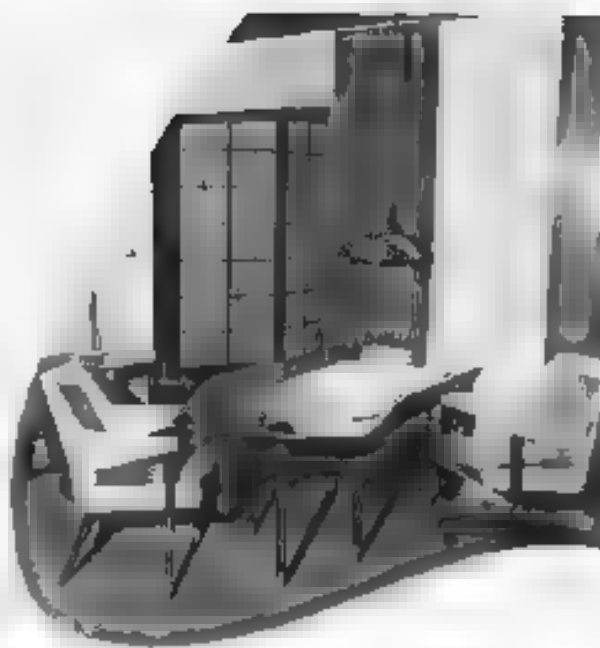
*"For the architect to believe that architecture is needed by people. We'll architecture needs people, too. Our present form of practice may not be suitable for meeting new requirements of the future."*

He also voiced the opinion that architects are now paid too little for services rendered. And he suggested that an investigation should be made to find new ways of providing architectural services as well as new and better methods of paying for them.

JOHN ARKHAMEN, a member of the Atlanta Citizens Committee for Urban Renewal, urged that architects fight for legislation relative to urban renewal.

Architects should be in the front rank of that fight and play their parts in original planning," he said. "Do something to our cities before it's too late. Let's get out of our comforters and off our slapping hands to see what is going to be left for us to design."

MAY 1968



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## News & Notes

### 8th Regional Council to be at Charleston, So. Carolina

The Regional Council meeting will be the South Carolina Chapter as a result of the election of officers held in Atlanta, Ga., March 10-11, 1959.

Offer of the South Carolina Chapter to conduct the regional president's address at the NABN National Conference through May indicated the last of April, 1959, as a probable date for the annual meeting. The date ended upon, although Charleston was named as the most probable one. Both date and site will presumably be approved by the NABN Board before the South Carolina Chapter

### ATA's Centennial Stamp Is Still Available to Collectors

The Anti-Confederal Column, a group of men, sold out to the British authorities. The column was composed of men who were not only not British but also not British. Although the Philatelic Sales Agency of the Post Office Department from Haverham of St. Petersburg, who is a stamp collector as well as an agent, has the suggestion that these men are not British but are British.



Placed with results of the 7th Regional Conference were, left to right, John L. R. Grand, Council Treasurer; Sanford W. Goss, FABA Regional Director; Roland W. Jaffe, Chairman of the Conference Committee, and Ernest T. M. Brown, II, FABA Secretary.

1025    ॥३॥ श्री गणेशाय नमः ॥ श्री गणेशाय नमः ॥ श्री गणेशाय नमः ॥  
of a special character by accident.

Stamps should be ordered from the Philatelic Sales Agency, Post Office Department, Washington 25. The cost of the AIA stamp will be \$1.00 plus one cent per stamp. There are no charges for bulk orders. Bulk orders—five cents or more—will cost \$1.00. Ten cents up to \$9.99 will cost \$1.00. Twenty cents up to \$99.99 will cost \$2.00.

Irwin B. Pomeroy, 61, a past president of the FFA, has been named as president of the AFA. The 1988-89 award is

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He is now serving his second term as Council member in the town of Andover, Massachusetts, and is a member of the Andover Rotary Club.



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## THE ORIDA ARC TEST

## Business . . .

(Continued from Page 2)

on the floor, through invitation of the Regional Director. As a result, a substitute motion was offered to the effect that "... the South Atlantic Regional Council endorses the petition ... that Florida become a region." Reference was to the petition authorized by the FAA at its 43rd Annual Convention last year (see October and November, 1957 F/A) and presented by Regional Director Ginn to the AIA Board of Directors at that body's November, 1957, meeting at Phoenix, Arizona.

The substitute motion was offered by Mitchell of South Carolina and was passed unanimously. Linked with it was a request that Regional Director Ginn bring to the attention of the AIA Board, for that body's information and careful consideration the original resolution presented by James.

Another resolution by Miss Marion I. Mantley — also passed unanimously — concerned an invitation to the Institute to hold its 1962, 1963 or 1964 National Convention "in the area of the South Atlantic Region." In like manner the Council adopted a resolution proposed by Hugh J. Larron, thanking the Florida Central Chapter and all others concerned for their successful development of the Conference program.

Another discussion by delegates and floor observers centered on the apparent policy of the Federal Highways Commission to disregard factors of local planning and control. This culminated in a motion by FARRIS R. WATSON that the Regional Director present to the AIA Board for consideration and appropriate action, the Council's recommendation that "... the Bureau of Federal Highways establish a policy that accredited professional planners be required on all Federal Highway Programs." Passage of the motion was unanimous.

Final business involved approval of the Council's budget by member Chapters. By unanimous action on a motion presented by Mitchell of South Carolina, presentation of the Council's budget by the Treasurer and its approval by Chapters can now be conducted via mail correspondence, thus making a special meeting of the Council for this purpose unnecessary.

MAY, 1958

F. GRAHAM WILLIAMS, Chairman

JOHN F. HALLMAN, JR., Pres. & Treasurer

JACK E. WERH, Vice-Pres. & Secretary

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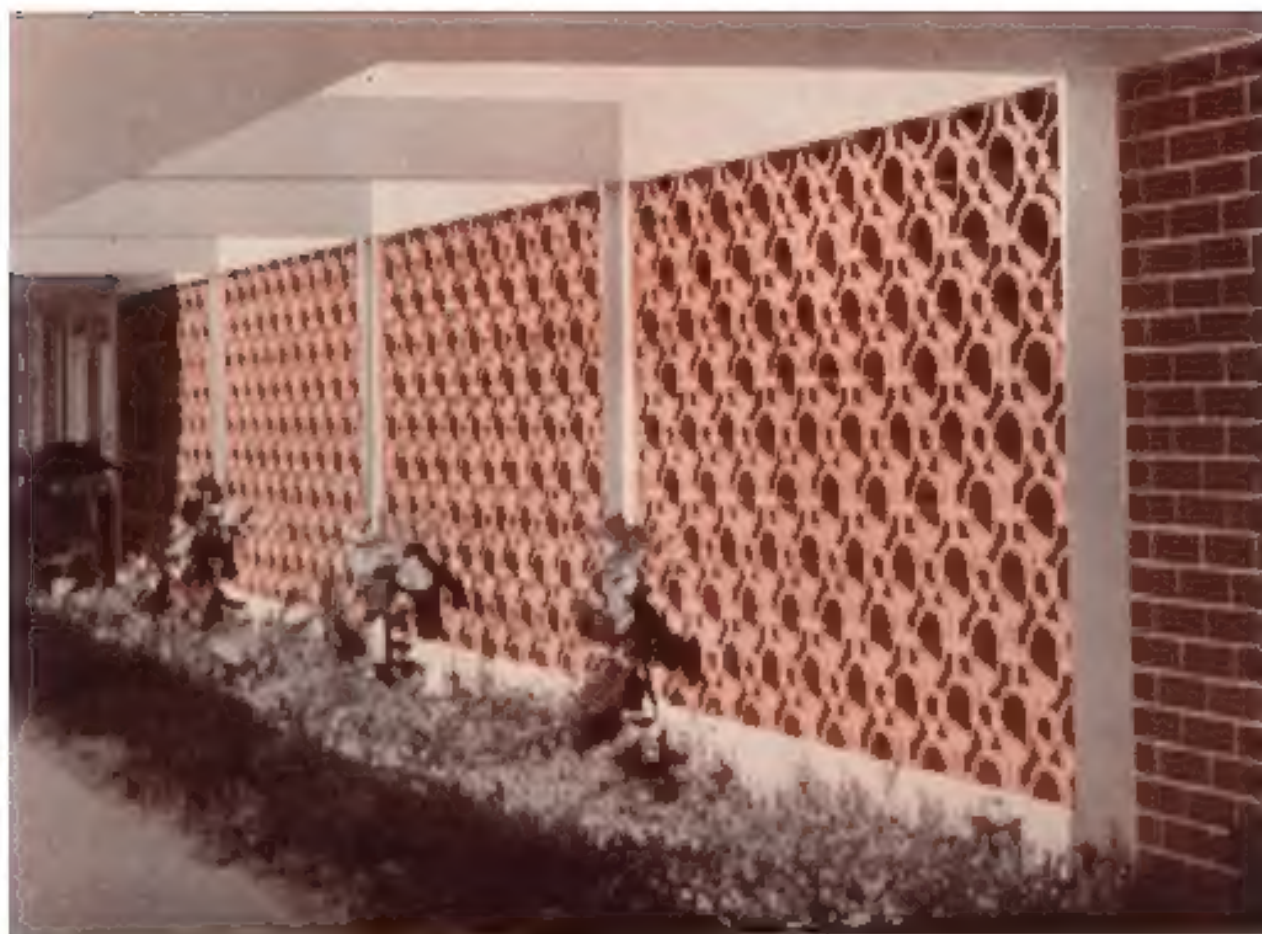
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